



Keeping Your Family Safe: Steps We've Taken to Ensure the Safe Use of Tide Pods

At P&G, we're committed to ensuring that our products and packaging are safe for you and your family. For household cleaning products like single-load laundry pacs and other cleaners that can pose a risk to children, we have taken a number of additional steps in our packaging design, labeling, and education to help prevent accidental access.

While safe packaging and labeling is solely our responsibility, the safe storage and use of them in the home is a responsibility we share with you. **Thank you for asking about what we are doing to help ensure Tide Pods are used as intended, and with special caution around young children:**



1. **Packaging Changes.** We changed our Tide PODS container packaging by making it opaque so the detergent pacs cannot be seen. We also added a double latch lid (July '12) and now (as of August '13) are producing a triple-latch lid. These changes make it more difficult for smaller, younger hands to open, while still providing access for adults.
2. **Prominent Safety Warnings.** We have enhanced the safety warnings and their prominence via icons and printed instructions on the package to make it very clear that these products should be stored out of the reach of children. These messages appear not only on our packaging, but also in our TV and print advertisements, our website, and all of our communications representing Tide PODS. We've also worked with retailers to enroll them in sharing this information with their shoppers at the shelf.
3. **Education campaign that includes free cabinet latches and over-the-lid stickers.** We launched [Safe Home](#), which has been promoted through media to drive safe home practices, especially in the laundry room. As part of this effort, we've given away over 391,000 cabinet latches and 80,000 free over-the-lid stickers.
4. **Partnership with American Academy of Pediatrics.** We've partnered with the AAP to inform pediatricians and parents about the safe use of detergent pacs. Together, we created a brochure about child-proofing your home to help parents create a safe home environment where all household cleaning products are stored out of reach of children. We've also provided information in AAP publications and social media channels ([HealthyChildren.org](#)).
5. **Partnership with industry efforts.** We support the effort of the [American Cleaning Institute](#) to drive education, awareness and good home safety habits when using detergent pacs, including the "Be the Key" pledge for families.

If you have questions, please contact our media relations team at mediateam.im@pg.com.